INTEGRITY[®] MARKETING GROUP

HOW TO CREATE A FACEBOOK BUSINESS PAGE





BEST PRACTICE CREATE A FACEBOOK BUSINESS PAGE

It's a fact: most of your clients are using social media. That's why **creating and maintaining a Facebook page for yourself or your agency** is not only a good idea, it's essential. Fortunately, it's also easy. Here's how to do it in seven simple steps.



STEP 1

Log in to your personal Facebook account and **click on the Create button** (the "+" symbol) in the upper right hand corner. Use the pull-down menu to select "Page."



INTEGRITY

Complete the information in the left-hand column, starting with naming your page after your business. If your business is your name, use that. Then, add a category so people understand what you do (for example, Insurance Agent, Insurance Broker or Insurance Company, etc.). Next, add a description of your business, including what products you specialize in, where you sell and who you're helping. Then, click "Create Page."

Create a Page	O De	esktop Preview 📮 🕻
Page Information		
Page name (required)		
Use the name of your business, brand o organization, or a name that explains wh is about. Lawrn More	ir hat the Page	8
Category (required)		
Description		
		Page Name Category
		Home About Photos Videos More • 🐞 Like 🗢 Message Q …
		About O Description
		Create Post
		🕼 Photo/Video 🔮 Tag People 📀 Check in
Page Information	•	Desktop Preview
Create a Page Page Information Page rune Insciend; Integrity Partner Cotegory (reguind) Inscurance Broker × Inscurance Broker × Description Description	type of represents.	Desktop Preview
Create a Page Page Information Registing the shell Integrity Partner Calegory Insuired Insurance Broker × Description Description	Contraction of the preprint of the prepreprint of the preprint of the preprint of the preprint	Desktop Preview
Create a Page Page Information Page may imposed Integrity Partner Category Dequired Insurance Broker × Description Description	type of regressens.	Desktop Preview
Create a Page Page Information Page numer implicit Integrity Partner Citegry preserved Insurance Broker × Category insured Insurance Broker × Description Description	C Ltype of te represents.	Desktop Preview
Create a Page Page Information Page nume (imposed) Integrity Partner Category pressived Insurance Broker × Category that creations whe besives, organization or topic the Page Varia and up to 3. Description	C I spec of a represents.	Desktop Preview
Create a Page Page Information Page name (maximit) Integrity Partner Critegy organized Insurance Binker × There a category that describes who horizons, organization or topic the Pag Page and active to 0. Description	C I type of expresents.	Desktop Preview
Create a Page Page Information Page many (mapped) Integrity Partner Category Dequired Insurance Broker × Ins	C I spec of a regressents.	Deskop Preview
Create a Page Page Information Page nume (maxim) Integrity Partner Crappy (maxima) Insurance Brocker × Crappy that describes what neclose, organization or logic the Page as an edu to 16.3 Description To accurate the edu to accurate the edu to 16.	type of represents:	Deskop Preview



Next, **add images**, beginning with your profile photo (which should either be your logo or a photo that helps identify your business) by clicking on the "Add Profile Picture" button and selecting an image on your computer. Repeat these steps to add a cover photo (the large horizontal image at the top that represents what your page is about). There are several sites (including Canva.com) where you can create a professional cover photo for your page at no cost. After you're done, click "Save."

Profile picture specs: 132x132pixels Cover photo specs: 1800x704pixels

	r 💌
Category (required)	er ×
Description	
mages Profile Photo - Option	nal
Use a logo or image t	hat helps people identify thi
Cover Photo · Option	al
Ad	d Cover Photo



After you're finished editing, return to your Home page and **consider adding a call to action button**. This can be accomplished by clicking on "Add a Button" under your cover photo, choosing from the available options (including Get Quote, Call Now or Contact Us) and completing the form.

STEP 5

The final step before you invite friends to see your page is to create a post so they have something to view. Just click on "Create Post" in the right-hand column. This tool makes it easy to share your thoughts, post a video or photo, create an event, post a job listing and much more. Remember, you should resist the urge to always post specifically about your business.

Social media is a great place to share information that's relevant but interesting in a broader sense (i.e., health trends, related survey results, quizzes and even personal stories). A good rule of thumb: one personal post for every five or six "engagement" posts.

	Create Post
📔 Photo/Video	Q Check in G Feeling/Activity
Create 🖸 Live	🗄 Event 🔹 Offer 💼 Job …

Next, **explore "Page Settings" on the "Manage Page" column** to see the many ways you can further customize and refine your page. For help, Google the specific options for instructions on how to take advantage of these features to build your business.



Now it's time to **invite people to visit your page**. Go to the left-hand column of your Home page and search for and invite everyone you think may be interested in your insurance services.

Remember, Facebook and other social media platforms are constantly updating their tools, interface and options. It's a good idea to search for Facebook's newest business page guidelines from time to time to make sure your page is up to date and taking advantage of the latest features.



